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FEATURES

Advertisements for Himself 22
On the publicity trail with Norman Mailer
By Maureen O'Brien

DEPARTMENTS

NEWS OF THE WEEK 12
Frankfurt 1991: Wrangles, Clamor, Business 'Quiet'
General Cinema Issues 'Final Extension' to HBJ Bondholders
Chas. Levy Buys United News
Artandi Named President, CEO of BOMC; Mercer Retires
Dearborn Acquires Stake In Upstart
Toronto's Coach House Press To Be Distributed in U.S.
Widow of 'Little Tree' Author Admits He Changed Identity
Profitability of Publicly Traded Firms Rebounds In 1990, Report Says
AAP Offers Bill of Rights List
Two Experts Discuss Recycled Paper Problems At NISO Convention
Cross Currents

BOOKSELLING 25
PW's Yuletide Guide to Wholesalers & Distributors: Terms and Hours

TRADE NEWS 28
Catching Up with Crown: Taking stock four years after the press's acquisition by Random

CHILDREN'S BOOK SCENE . 32
Dr. Seuss Remembered
Visionary Globetrotter: Jan Reynolds races to document the world's endangered cultures
Sixty-Seven Unpublished Manuscripts by Margaret Wise Brown Disclosed
Candlewick Press Chooses Distributor
Barbara Karlin 1942–1991

PW INTERVIEWS 42
Carlos Fuentes

FORECASTS 44
Fiction 44
Nonfiction 49
Paperbacks 54
How-To Books 60
Children's Books 64

COLUMNS

Highlights 7
Letters 8
People 21
Talk of the Trade 31
Religious Books 38
My Say: *Jasmine Cresswell* .. 39
Paperback Bestsellers 40
Hardcover Bestsellers 41
Index to Forecasts 71
Weekly Exchange 76
Children's Bestsellers 80

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...Little Tree

Carter's true background. "I'm not saying the same man wrote this book; he may have changed. It certainly provides hope that maybe people can change."

Professor Carter continued, "He was one-eighth Indian, he was not an orphan. He grew up in a semi-rural southern family. His father was a cattleman and later a soft drink salesman. His mother was a conventional southern housewife. In no sense could Asa Carter be called culturally native American. He learned about Indian culture through research, through reading and talking to Indian friends. Presenting this book as autobiography cuts the threads of truth and turns history into another variety of fiction." Carter emphasized that the book was "not nonfiction. If the press wants to reissue the book as a novel, that's fine."

The Klansman

Noting the claims of Carter's widow, Professor Carter said Asa was in fact a member of the Ku Klux Klan, as well as the founder of a particularly extreme paramilitary unit of the group. "Asa Carter was not an ordinary segregationist; he was on the absolute fringes of violent segregationist thought. Other segregationists of the period denounced him as a fascist. His speeches are public record, you can look them up. It's nasty stuff."

However, Freide suggests that to write a book like *Little Tree* Asa Carter had to become a new man and therefore needed a new identity: "He always said he was a white man with Indian blood. I do not feel betrayed or hurt. I feel sad he didn't make it clear to me. I think he felt ashamed and guilty about his past so he tried to pretend it would go away. He was always unsophisticated and uncomfortable in society. I forgive him. He wanted to protect me and protect his publisher. I do forgive him."

—CALVIN REID

Profitability of Publicly Traded Firms Rebounds in 1990, Report Says

Profitability of publicly reporting book publishers rebounded in 1990, according to the ninth annual Communications Industry Report (1986-1990) released by investment bankers Veronis, Suhler & Associates.

Revenues of the 25 publicly traded firms examined in the report totaled $6.4 billion in 1990, 8.8% more than in 1989.

"The absence of major write-offs, which had substantially reduced the earnings of Harcourt Brace Jovanovich and Paramount in 1989, was the primary reason for 1990's improvement," according to president John S. Suhler, "although other companies posted gains as well."

The 25 firms accounted for approximately 75% of total estimated public and private U.S. publishing company revenues. Seven companies, each generating revenues in excess of $800 million, accounted for two-thirds of gross revenues of the segment covered: Paramount, Reader's Digest, Times Mirror, Pearson, HBJ, Maxwell and Bertelsmann.

Added to the companies examined in this year's report are Berlitz International, reporting figures for the first time, and Bertelsmann. Deleted are MCA (Putnam Berkley Group), acquired by Matsushita, which did not report results for MCA in 1990, and Time Warner. Since the major portion of Time Warner revenues is generated from magazines, Veronis, Suhler placed the company in that segment of its report on the communications industry.

25 Companies and How They Grew

	COMPANIES	'90 Revenue ($ mil.)	'90 Growth (%)	'86-'90 Compound Annual Growth (%)
1	Berkshire Hathaway (World Book)	342.9	1.3	4.7
2	Berlitz International	18.8	32.5	14.6
3	Bertelsmann A.G.(Bantam 'Doubleday Dell)	812.2	–1.4	17.5
4	Educational Development Corporation	4.8	24.8	13.3
5	Goodheart-Willcox	8.9	–6.0	5.2
6	Harcourt Brace Jovanovich	935.9	5.7	15.5
7	Houghton Mifflin	421.6	4.3	7.0
8	Maxwell Communication Corporation (Macmillan)	891.9	17.4	20.1
9	McGraw-Hill	550.7	10.2	12.6
10	Thomas Nelson	73.6	24.0	10.2
11	Paramount Communications (Simon & Schuster, Prentice Hall)	1,422.3	7.8	10.6
12	Pearson (Penguin, Addison-Wesley)	1,026.4	–5.8	NA
13	Plenum Publishing	52.0	9.3	8.1
14	Price/Stern/Sloan	35.8	–12.6	3.7
15	Quarto Group	63.9	8.0	48.9
16	Reader's Digest Association	1,220.3	12.3	NA
17	Reed International	586.2	–7.9	NA
18	William H. Sadlier	19.0	–1.3	2.6
19	Scholastic Corporation	374.6	25.0	20.1
20	Senior Service Corporation	10.0	12.6	NA
21	Times Mirror	1,070.7	11.5	16.2
22	Torstar (Harlequin)	294.2	12.0	7.2
23	Waverly Press	88.4	40.7	21.2
24	Western Publishing Group	371.6	–2.7	12.1
25	John Wiley & Sons	231.0	10.3	7.3
	GROSS TOTAL	**10,927.7**	**6.4**	**22.3**
	ADJUSTED TOTAL	**6,371.9**	**8.8**	**12.1**

Based on Veronis, Suhler & Associates' Communications Industry Report.

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INDEX TO ADVERTISERS

Baker & Taylor Books 47
Bantam Books ..... Cvr 1,2 p.1-3
B. Dalton Bookseller 10
Book People 51
R.R. Bowker 55, 65
Broadman 6
CCI Books 50
Coltart & Collings Ltd. 45
Golden Press ..... Cvr 3
Grapevine Publications 11, 49
Hay House 15
Heinemann Educational Books 17
Henry's Publishing Co. Inc. 50
Ignatius Press 49
Ingram Book Company 13
Miami Book Fair Int'l 4
Motorbooks Int'l 48
Oddo Publishing, Inc. 69
Papier-Mache Press 48
Roadway Package Systems 4
Seiko Time 19
Stanton & Lee 53
Waldman House Press Cvr.4
The Writer 45
Zack Press 69

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